

## **REMARKS**

Applicant expresses appreciation to the Examiner for consideration of the subject patent application. This amendment is in response to the Office Action mailed November 17, 2004. Claims 1-23 were rejected. The claims have been amended to address the concerns raised by the Examiner.

Claims 1-23 were originally presented. Claims 1-23 remain in the application. Claims 2 and 12 have been cancelled. Claims 1, 6, 7, 11, and 23 have been amended. No claims have been added. The content of claims 2 and 12 have been added to independent claims 1 and 11 respectively. Claim 23 was amended to correct a typographical error.

### **Claim Rejections - 35 U.S.C. § 112**

Claims 6 and 7 stand rejected under § 112, 2nd paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Specifically, the claims use the term “unlimited”. The claims have been amended to replace the term “unlimited” with “multiple”.

### **Claim Rejections - 35 U.S.C. § 103**

Claims 1, 3-11, 13-18, and 20-23 (including independent claims 1, 11, 16, 20, 22, and 23) were rejected under 35 U.S.C. § 103 as being unpatentable over Knight et al. (U.S. 6,493,703) (hereinafter “Knight”) in view of Tso (U.S. 6,742,047) (hereinafter “Tso”).

Claim 1 has been amended to include the subject matter of claim 2. Claim 2 has been canceled. The subject matter of claim 2 was rejected as being unpatentable over Knight in view of Tso and further in view of Williams (US 2001/0054029). The arguments below will address the rejection of claim 1 in conjunction with the rejection of claim 2.

The Knight and Tso references, when combined, do not teach or suggest all of the elements of claim 1 (as amended). Specifically, the Knight reference does not teach associating a plurality of digital objects with keywords, and the Tso reference does not overcome that deficiency.

The Knight reference discloses an online message board system configured to monitor message traffic generated by subscribers. (See Knight Abstract) Software robots are used to locate, retrieve, and sort content derived from other news groups. The content consists of relevant text messages posted by users on the news groups. (Col. 5 Line 49 to Col 6 Line 13). A content collection system can take into account community based and user queries. (Col. 19, Lines 33-57). Data extraction filters generated as a result of monitoring subscriber queries and postings are used to identify new subject matter of general interest to an online community. (Col 19, Line 58 – Col 20, Line 30). A numerical ranking or index can be built of subjects that are of interest to the community. Content (i.e. electronic messages) can be extracted from other news groups.

In contrast, claim 1 reads, in part:

accessing categories that include **a plurality of keywords associated with the categories;**

**associating a plurality of resources with the keywords,** wherein the resources refer to digital objects;

Unlike the online message board system disclosed in the Knight invention, which is only concerned with text based messages, the present invention pertains to a variety of digital objects. Digital objects are defined as web pages, executable scripts, graphic objects, sounds, video, documents, animations, executable objects, and similar objects which may be sent to a user from a web site. (See Yu Specification, Page 8 Line 23 – Page 9 Line 1). The prior art does not associate keywords with web pages, web objects, etc.

The Tso reference discloses a method for dynamically filtering a data object to be rendered on a client device. Specifically, Tso discloses a method for filtering web based content according to predetermined selection criteria. (Tso Col. 2, Lines 29-33). Tso does not teach or disclose associating a plurality of digital objects with keywords. Nor does Tso teach or disclose weighting based on user activity.

The Office Action further states that Williams discloses a method in which the presentation of specific digital objects is based on the amount of time that has passed since the

user last viewed the object. This mischaracterizes the prior art, however. Williams discloses an embodiment wherein background images can be rotated according to set periods of time. (Williams, ¶ 0024). Williams teaches that different images could be rotated on an hourly, daily, weekly, or monthly basis. Alternatively, a different image could be applied each time a user visits a web page.

In contrast, amended claim 1 reads, in part:

**Weighting user activities associated with keywords, based on a time period that has passed since user activity occurred** for users belonging to the aggregate community.

Neither Knight, Tso, Williams, nor a combination of the cited prior art discloses a method for weighting user activities associated with keywords based on a time period that has passed since user activity occurred. Williams merely teaches a method for rotating images based on a set time. Williams does not disclose anything about “a time period that has passed since user activity occurred,” and the Knight and Tso references do not overcome that deficiency.

The present invention can be used to personalize a web page based on user and community interests over time. When the personalization system has determined a user’s content preferences, digital objects associated with a web page are delivered to users based on the user’s content preferences across multiple categories. (Page 12, Lines 14-16). Thus, rather than being merely a text based service, as in Knight, the present invention includes personalized web pages full of a variety of different types of digital objects. The digital objects are weighted based on the time period which has passed since user activity occurred. Digital objects associated with the most recent activity can be given a priority for display. This enables the content of the web pages to be fresh and accurate according to recent user activity.

Therefore, Applicant respectfully submits that claim 1 is allowable, and urges the Examiner to withdraw the rejection.

Rejection of the dependent claims 3-10 should be reconsidered and withdrawn for at least the reasons given above with respect to the independent claim. The dependent claims, being

narrower in scope, are allowable for at least the reasons for which the independent claim is allowable.

The same arguments are true for independent claim 11 as amended, and its associated dependent claims 13-15. Therefore, Applicant respectfully submits that claims 11, and 13-15 are allowable, and urges the Examiner to withdraw the rejection.

Regarding independent claim 16, the concept claimed is different from that claimed in claim 1. Claim 16 is for a method for personalizing digital objects and content associated with electronic search results. A generic search using a general search engine returns results based on keywords a user enters. However, using the present invention, a search engine can be enhanced to deliver community based prioritized search results by modifying the generic search results that are relevant to specific communities of users. (See Yu Specification, Page 18 Line 24 – Page 19 Line 22).

Claim 16 is a method for personalizing digital objects and content associated with electronic search results for users who belong to an aggregate community. The claim reads, in part:

**organizing a plurality of search contexts that maps at least one keyword to each search context;...**

**delivering search results to the users based on the aggregate community's activities** for resources that were previously accessed.

The Knight and Tso references, when combined, do not teach or suggest all of the elements of claim 16. Specifically, the Knight reference does not teach organizing a plurality of search contexts that maps at least one keyword to each search context, nor does it teach delivering search results based on the aggregate communities activities, and the Tso reference does not overcome these deficiencies.

As previously stated, the Knight reference discloses an online message board system configured to monitor message traffic generated by subscribers. Software robots are used to locate, retrieve and sort content derived from other news groups. However, selections made in

searches by users in a community do not affect the results of other searches made in that community. Knight does not disclose organizing a plurality of search contexts, since Knight does not teach this concept. Delivering search results based on the aggregate communities activities for resources that were previously accessed cannot be accomplished using the disclosure in Knight.

Similarly, the Tso reference does not disclose personalizing search results for users who belong to an aggregate community. Therefore, Applicant respectfully submits that claim 16 is allowable, and urges the Examiner to withdraw the rejection.

Rejection of the dependent claims 17-19 should be reconsidered and withdrawn for at least the reasons given above with respect to the independent claim. The dependent claims, being narrower in scope, are allowable for at least the reasons for which the independent claim is allowable.

Independent claim 20 claims the delivery of news based on aggregate activity. The Knight and Tso references, when combined, do not teach or suggest all of the elements of claim 20. Specifically, the Knight reference does not teach associating a plurality of digital objects with keywords, and delivering news based on activity with those keywords. The Tso reference does not overcome that deficiency.

Claim 20 reads, in part:

**accessing categories that include a plurality of keywords** associated with the categories;

**associating a plurality of resources with the keywords**, wherein the resources refer to digital objects;

Unlike the online message board system disclosed in the Knight invention, which is only concerned with text based messages, the present invention pertains to a variety of digital objects. As previously stated, digital objects are defined as web pages, executable scripts, graphic objects, sounds, video, documents, animations, executable objects, and similar objects which may be sent to a user from a web site. (See Yu Specification, Page 8 Line 23 – Page 9 Line 1).

The present invention can be used to personalize a web page based on user and community interests. When a personalization system has determined a user's content preferences, digital objects associated with a web page are delivered to users based on the user's content preferences across multiple categories. (Page 12, Lines 14-16). Thus, rather than being merely a text based service, as in Knight, the present invention includes personalized web pages full of a variety of different types of digital objects.

The Tso reference discloses a method for dynamically filtering a data object to be rendered on a client device. Specifically, Tso discloses a method for filtering web based content according to predetermined selection criteria. (Tso Col. 2, Lines 29-33). Tso does not teach or disclose associating a plurality of digital objects with keywords.

Therefore, Applicant respectfully submits that claim 20 is allowable, and urges the Examiner to withdraw the rejection.

Rejection of the dependent claim 20 should be reconsidered and withdrawn for at least the reasons given above with respect to the independent claim. The dependent claim, being narrower in scope, is allowable for at least the reasons for which the independent claim is allowable.

Independent claim 22 is for a method for delivering personalized digital objects and shopping items associated with electronic shopping to users who belong to an aggregate shopping community. The specification discloses an example embodiment wherein people can join various communities such as "high fashion", "conservative", "teen", etc. A count can then be kept for items that are purchased by the various groups of users. As the count matures, the community shopping mall can promote the items most popular to the relevant communities, based on the membership of each user. (See Yu Specification, Page 21, Lines 5-25).

Claim 22 reads, in part:

**associating a user with an aggregate shopping community;**

**associating a plurality of resources with the digital objects and**

**shopping items;...**

**delivering a shopping promotion to users based on the aggregate shopping community's activities.**

In contrast, neither the Knight reference nor the Tso reference discloses associating a user with an aggregate shopping community. Nor do the cited references teach or disclose associating a plurality of resources with the digital objects and shopping items. Indeed, shopping is not mentioned in either reference. Thus, neither reference teaches or discloses delivering a shopping promotion to users based on the aggregate shopping communities activities. The ability to deliver promotions based on the communities activities can be a tremendous boon for advertisers.

Therefore, Applicant respectfully submits that claim 22 is allowable, and urges the Examiner to withdraw the rejection.

The same arguments made for independent claim 1 apply for independent claim 23. Applicant respectfully submits that claim 23 is allowable, and urges the Examiner to withdraw the rejection.

Claim 19 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Knight in view of Tso and further in view of Davis et al. (US 6,269,361) (hereinafter "Davis").

Davis discloses a method for generating reports for an advertiser. The reports can include key search listing account data such as search terms, number of clicks, number of searches done for the search term, etc.

Claim 19 reads, in part:

**Incrementing an activity count each time a user who belongs to an aggregate community uses the same search context and selects a resource displayed by the electronic search results.**

Incrementing a counter links search queries and activities in results. Davis does not disclose that the user belongs to an aggregate community. Nor does it teach tracking when a user who uses the same search context selects a resource displayed. The Knight and Tso references do not overcome that deficiency.

Therefore, Applicant respectfully submits that claim 19 is allowable, and urges the Examiner to withdraw the rejection.

### CONCLUSION

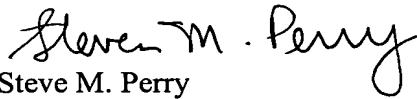
In light of the above, Applicant respectfully submits that pending claims 1-23 are now in condition for allowance. Therefore, Applicant requests that the rejections and objections be withdrawn, and that the claims be allowed and passed to issue. If any impediment to the allowance of these claims remains after entry of this Amendment, the Examiner is strongly encouraged to call Steve Perry at (801) 566-6633 so that such matters may be resolved as expeditiously as possible.

No claims were added. Therefore, no additional fee is due.

The Commissioner is hereby authorized to charge any additional fee or to credit any overpayment in connection with this Amendment to Deposit Account No. 08-2025.

DATED this 7th day of February, 2005.

Respectfully submitted,



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